

Colon Cancer Screening Community Based Awareness Campaign Project Evaluation

As a recipient of funds for the development and implementation of a Colon Cancer Awareness and Education Campaign, an evaluation component MUST be completed at the end of the campaign.

The campaign was to increase awareness on the importance of colon cancer screening while driving the target audiences through proper screening channels that are in place within the community. Materials and guidance were provided through the Nebraska Colon Cancer Screening Program. Please answer the following questions:

1. **Was the available funding adequate for campaign development and implementation?**
☐Yes ☐No ☐Other _____
2. **Was the timeframe given for implementation of the campaign adequate?**
☐Yes ☐No ☐Other _____
3. **Of the materials that were made available, what do you feel was the most effective message?**
4. **Were the materials easy to use?**
☐Yes ☐No ☐Other _____
5. **Were the materials helpful to the campaign?**
☐Yes ☐No ☐Other _____
6. **What would you suggest to make the materials more valuable?**
7. **Were local community media venues open to playing/printing information for the campaign?**
☐Yes ☐No ☐Other _____
8. **What amount of free advertising did your project compile throughout the duration of the campaign, please include the location, frequency of ads and number of ads? *(Note: It is required that if any donated advertising takes place that a Match Form be filled out and sent to NCP for evaluation purposes.)***
9. **The funding opportunities were made available on our website, do you feel that this was an appropriate location for this information?**
☐Yes ☐No ☐Other _____
10. **Did NCP staff provide you with all the necessary information in order to apply for the funding opportunities?**
☐Yes ☐No ☐Other _____

COMMENTS:

Thank You!

(Please fill out and complete this evaluation no later than July 15, 2012.)